

PARLIAMENT MENTHOL SPECIAL PACK
OCTOBER 31, 1995
ITEMS FOR DISCUSSION

SCHEDULES: TEST AND "REAL"

TEST:

- Artwork due for Holographic versions (holographic image only) Nov. 6 (or week of Nov. 6) to be confirmed by Crown Roll Leaf.
- Artwork for base graphics (pack) due Nov. 13th (Shorewood)
- Materials delivered to Shorewood for stamping: by week of Dec. 4
- 12/11 -Decision on image/treatment required by December 13
- FACTORY TEST? COATED EQUIPMENT, ETC.??

REAL PRODUCTION

- Artwork due Dec. 22 for Holographic image to Crown Roll Leaf
- Artwork for base pack January 8
- Materials for stamping delivered to Shorewood Feb. 5
- Press: Week of Feb. 5
- Stamp: Week of Feb. 12
- Deliver Materials to factory for cigarette production: Feb. 23

14s BOX

- Hinge Lid Size
- Need management approval ASAP to use 14s for special pack so we can translate to "real art" as per schedule above
- Need Illustrator file for blank for Marinelli to complete artwork
- Need decision on base graphics, colors (may not have this in time for art due date, will use graphics based on latest comps for blue pack).

PROPOSED TREATMENTS (Using Palm Tree Graphics ONLY)

Stamped Versions

I. REGISTERED HOLOGRAPHIC IMAGE ON METALIZED FOIL :

- a. Using surface diffraction or pixel-grafx only
 - b. Using combination of surface diffraction and 2-D layer effect
- (these options to be discussed on Wed. with Marinelli and Crown Roll Leaf)

II. RANDOM PATTERN (Using Palm Tree Graphics ONLY)

Selected random pattern to be modified by CRL/Marinelli to be produced on clear, non-metalized film

Printed Versions

III. MICRO-EMBOSSSED/EMBOSSSED (Using Palm Tree Graphics ONLY)

- a. Line colors in image area
- b. Embossing on overall metallic color (solid area in image triangle)

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IV. MICRO-EMBOSSSED

a. Line colors

b. Four-color process

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